This conference will bring together more than 800 attendees and 40 exhibitors for 3 ½ days.

- Under the theme *The Osteopathic Medical Education Continuum: Exploring Opportunities & Achieving New Milestones*, this year’s conference will offer sessions focused on new developments in graduate medical education, competency assessment, teaching and learning, education research, professional development, and other exciting topics and crucial issues facing our academic programs, educators, and students.

- The American Association of Colleges of Osteopathic Medicine (AACOM) was founded in 1898 to lend support and assistance to the nation’s osteopathic medical schools, and to serve as a unifying voice for osteopathic medical education. Having grown from a handful of college administrators a century ago, the organization today represents the administration, faculty and students of all of the osteopathic medical colleges in the United States.

- AACOM provides leadership for the osteopathic medical education community by promoting excellence in medical education, research and service, and by fostering innovation and quality across the continuum of osteopathic medical education to improve the health of the American public.

- The Association of Osteopathic Directors and Medical Educators (AODME) is a professional association that represents the interests of the entire continuum of osteopathic medical education. Our mission is to foster professional and leadership development opportunities on behalf of all our members; providing leadership, tools and advocacy to assist osteopathic educators in developing physicians who achieve excellence in patient care. We are committed to supporting our members as they strive each day to serve the osteopathic profession in every aspect of their education.

- AODME represents members from many medical education environments: Hospitals/Hospital Consortiums, Colleges, OPTIs, Specialty Colleges, Community-Based Healthcare Facilities, Ambulatory Care Clinics, Rehabilitation Centers, and Surgicenters.

- Within these settings, AODME members work as Directors of Medical Education (DMEs), Program Directors, Deans, Academic and Clinical Faculty, Academic and Administrative Officers, and Administrative Employees.
SPONSORSHIPS

Sponsoring an event or conference item provides valuable recognition to companies and organizations working with AACOM and AODME and their members. Many of our sponsors return year after year because they recognize the value of the face-to-face interactions afforded by the Annual Conference. Partial sponsorships are available.

Complete the application online today and secure your sponsorship by submitting it with a 50 percent deposit to the American Association of Colleges of Osteopathic Medicine.

Platinum Sponsor Benefits - $10,000

- A listing and link on the Annual Conference web site
- A sign with your company’s/organization’s name/logo on it at the event, if appropriate
- Recognition during Annual Conference plenary sessions
- Opportunity to deliver a brief welcome at the event, if appropriate
- Opportunity to network with attendees * One complimentary exhibit booth
- Two complimentary registrations to attend the conference * Admittance to conference meals
- Opportunity to distribute information to all attendees in the registration packet
- A list of pre-registered attendees for pre-conference marketing purposes (USPS addresses only)
- A final list of all registered attendees for post-conference marketing purposes (USPS addresses only)
- Free full-page ad in the conference program

Grand Opening Reception / Wednesday, April 22
Attendees will have a chance to interact with exhibitors while enjoying hors d’oeuvres and beverages.

Box Lunch in Exhibit Hall / Thursday, April 23
Attendees will have a chance to interact with exhibitors while getting a bite to eat.

AACOM Awards Banquet / Friday, April 24
Sponsor’s materials will be made available at this ceremonial banquet, which includes presentation of several AACOM Leadership Awards, AACOM’s Student DO of the Year and Excellence in Communication awards, and induction of the first members of AACOM’s National Academy of Osteopathic Medical Educators.

Full sponsorship of the Mobile App
Wednesday, April 22 through Saturday, April 25
Includes the Welcome Page, Footer, company listing on the Sponsor page with logo and URL.

Gold Sponsor Benefits - $5,000

- A listing and link on the Annual Conference web site
- A sign with your company’s/organization’s name/logo on it at the event, if appropriate
- Recognition during Annual Conference plenary sessions
- Opportunity to network with attendees * One complimentary exhibit booth
- One complimentary registration to attend the conference * Admittance to conference meals
- Opportunity to distribute information to all attendees in the registration packet
- A list of pre-registered attendees for pre-conference marketing purposes (USPS addresses only)
- A final list of all registered attendees for post-conference marketing purposes (USPS addresses only)
- 50 percent discount on advertising in the Final Program

Continental Breakfast
Available Thursday, April 23 and Friday, April 24
The day begins with continental breakfast for all attendees and a chance to visit with exhibitors and sponsors.

Morning Coffee Break
Available Thursday, April 23 and Friday, April 24
Between sessions, attendees gather for coffee and conversation with exhibitors and sponsors.

Afternoon Refreshment Break
Available Thursday, April 23
Between sessions, attendees gather to rejuvenate with beverages and light snacks.
Silver Sponsor Benefits - $3,000

- A listing and link on the Annual Conference web site
- A sign with your company’s/organization’s name/logo on it at the event, if appropriate
- Recognition during Annual Conference plenary sessions
- Opportunity to network with attendees
- A list of pre-registered attendees for pre-conference marketing purposes (USPS addresses only)
- A final list of all registered attendees for post-conference marketing purposes (USPS addresses only)
- 25 percent discount on advertising in the Final Program

Conference Giveaway
We will help you make your selection from a variety of giveaways for attendees. Choose from a wide assortment of office supplies and accessories, novelty pieces, and personal use items, and then add your organization’s logo. This is a great way to keep your name in front of attendees.

goCharge—Cell Phone Charging Kiosk
The goCharge kiosks allow mobile device users the opportunity to charge virtually every model of cellphone, smartphone, and mp3 device on the go. Cell Phone Charging Stations will be located in the Annual Conference registration area.

Conference Tote Bags
Your organization’s name and logo will be on the conference bag for all to see. Attendees will be reminded of your organization when they reuse the bag at home.

Bronze & Friend of the Conference Sponsor Benefits - $1,000

- A listing and link on the Annual Conference web site
- A sign with your company’s/organization’s name on it at the conference
- Recognition during Annual Conference plenary sessions
- Opportunity to network with attendees
- A list of pre-registered attendees for pre-conference marketing purposes (USPS addresses only)
- A final list of all registered attendees for post-conference marketing purposes (USPS addresses only)
- 25 percent discount on advertising in the Final Program

Door Prizes
Available Thursday or Friday morning during the continental breakfast in the exhibit hall
This sponsorship opportunity gives your company outstanding visibility throughout the conference and beyond — choose between an Apple gift card or iTouch engraved with your company’s name.

Marketing Materials
reach all attendees by having your marketing piece included in the registration packet. Marketing materials cannot be larger than 8 1/2” x 11” in size and may not be more than 4 pages.

Lanyards  SOLD
Reach all attendees by giving them a lanyard with your company logo on it. The lanyard will be handed out to all attendees when they register.

Friend of the Conference

- There is no limit to the amount of contribution. Recognition will be given during the conference and in the Final Program.
- Your contribution will help defray general conference operating costs.

AACOM/AODME reserves the right to determine the eligibility of any company or organization to serve as a sponsor, and further reserves the right to reject any sponsorship application. Early reservations and payment will secure your first choice among these opportunities, as specific requests are fulfilled in order of reservation. Ensure your choice of options by contacting us now.

Deadlines: All marketing materials must be shipped to AACOM’s office between February 20 and March 20, 2015
Deadline for sponsorship applications: February 27, 2015
## Sponsorship Benefits at-a-Glance

<table>
<thead>
<tr>
<th>Levels</th>
<th>Opportunities</th>
<th>Listing and Link on AACOM Website</th>
<th>Signage at Sponsored Event</th>
<th>Opportunity to Deliver a Brief Welcome at Event</th>
<th>Recognition During Plenary Sessions</th>
<th>Complimentary Exhibit Booth</th>
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<tbody>
<tr>
<td>$10,000 Platinum</td>
<td>Grand Opening Reception</td>
<td>X</td>
<td>X</td>
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<tr>
<td></td>
<td>Box Lunch in Exhibit Hall</td>
<td>X</td>
<td>X</td>
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<td></td>
<td>AACOM Awards Banquet</td>
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<td>X</td>
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<tr>
<td></td>
<td>Mobile Smartphone App</td>
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<tr>
<td>$5,000 Gold</td>
<td>Continental Breakfast</td>
<td>X</td>
<td>X</td>
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<tr>
<td></td>
<td>Morning Coffee Break</td>
<td>X</td>
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<tr>
<td></td>
<td>Afternoon Refreshment Break</td>
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<tr>
<td>$3,000 Silver</td>
<td>Conference Tote Bags</td>
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<td></td>
<td>Conference Giveaway</td>
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<td>goCharge – Cell phone charging kiosk</td>
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<tr>
<td>$1,000 Bronze</td>
<td>Door Prizes</td>
<td>X</td>
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<td>Grand Door Prize</td>
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<td></td>
<td>Marketing Materials</td>
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<tr>
<td>Friend of the Conference</td>
<td>Voluntary Donation</td>
<td>X</td>
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<tr>
<td>Complimentary Conference Registration</td>
<td>Information Distributed in Registration Packet</td>
<td>List of Pre and Post Conference Registered Attendees</td>
<td>Full Page Ad in Final Program</td>
<td>50% Discount on Advertising in Final Program</td>
<td>25% Discount on Advertising in Final Program</td>
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</table>
ADVERTISING

Advertising in the 2015 Annual Conference Final Program is another great way to reach conference attendees. The Final Program contains the schedule of oral and poster sessions, a list of presenters and exhibitors and sponsors. Complete the online application today and secure your space by submitting it to the AACOM/AODME. Online applications require payment by credit card. If you are unable to pay with a credit card, please complete the mail-in application.

### Ad Sizes and Rates

<table>
<thead>
<tr>
<th>Ad</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half page</td>
<td>$500</td>
</tr>
<tr>
<td>Full page</td>
<td>$750</td>
</tr>
<tr>
<td>Inside Cover</td>
<td>$945*</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$895*</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$995*</td>
</tr>
</tbody>
</table>

* Add $300 for a four-color ad

### Production Requirements

- The finished trim size is 8.5” x 11”
  - Full page: 7.5”w x 10” h
  - Full page full bleed: 9”w x 11.5”h — Live matter: 7.5”w x 10”h
  - 1/2 page horizontal: 7.5”w x 4.75”h
  - 1/2 page vertical: 3.5”w x 10”h

### Digital Submission

All ads must be submitted as CMYK or grayscale digital files and may be sent on disc or emailed. Artwork submitted for print can be accepted in the following formats: EPS, TIFF, JPG, or PDF file. Resolution for jpg files must be 300 dpi or greater.

### Deadlines:

- Advertising space reservations due: February 6, 2015
- Materials due (PDF format preferred): February 13, 2015

EXHIBITORS

### Exhibit fee includes:

- Exhibit space in a high-traffic area
- Opportunity to network with attendees
- One complimentary registration to attend the conference (includes conference meals)
- Two complimentary exhibitor badges
- A list of pre-registered attendees for pre-meeting marketing purposes (USPS addresses only)
- A final list of all registered attendees for post-meeting marketing purposes (USPS addresses only)
- Listing in the Final Program as an exhibitor
- 20 percent discount on advertising in the Final Program
Exhibit Booth Specifications
All exhibit spaces are 8' x 10' and include a 6' draped table, two side chairs, a wastepaper basket and one identification sign (44”x7”). Exhibitors cannot erect any walls, partitions, decorations or obstructions that interfere with the view of any other exhibit.

Exhibit Rental Fees and Booth Assignments
AACOM/AODME requires full payment of the total booth cost with the submission of the application. Booth space in the Exhibit Hall is assigned based upon the order in which exhibit applications/payments are received. AACOM/AODME will make every effort to provide exhibitors/sponsors with their first choice; however, if this is not possible, we will assign a space in close proximity. In the event that you must submit a check as form of payment, it should reach AACOM’s office within 2 weeks of your exhibit/sponsor application being submitted. Checks not received by this time, will result in AACOM/AODME selecting the best exhibit space possible on your behalf. AACOM reserves the right to revise the exhibit hall floor plan and/or move assigned exhibitors as necessary. Space not occupied by the close of the exhibit installation period as specified in these terms and conditions will be forfeited by the exhibitor. This space may be resold, reassigned or used by the exhibit manager.

Exhibit Area Security
AACOM/AODME will not provide 24-hour security for exhibitors. The safekeeping of exhibitors’ property shall remain the responsibility of the exhibitor. AACOM/AODME advises exhibitors to consult their insurance brokers for proper coverage of display material from the time it is shipped from their premises until the time it is returned.

Decorating Services, Shipping and Drayage
A service kit containing complete shipping instructions, production information, and other forms for all services needed during the installation, show period and removal of exhibits will be sent from Alliance Exposition Services to exhibitors about 45 days before the opening of the show. Please note: Do not ship exhibits directly to the hotel. Shipments will not be accepted. Shipping instructions and drayage fees will be included in the exhibitor service kit.

Exhibitor Name Badges
One full registration, including conference meals and two additional name badges for exhibit personnel are included with each booth.

Exhibitor Visibility
In order to maximize your visibility, we encourage all exhibitors to schedule their breaks and lunches, during which times when the exhibit hall has the least amount of traffic (such as during sessions).

### Exhibit Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Activities</th>
</tr>
</thead>
</table>
| **Wednesday, April 22** | Exhibitor Registration and Setup 10:00 am – 4:30 pm  
|                    | Exhibit Hours 5:45 pm – 6:45 pm |
| **Thursday, April 23** | Exhibit Hours 7:30 am – 5:00 pm |
| **Friday, April 24**   | Exhibit Hours 7:30 – 11:15 am  
|                    | Tear-down 11:15 am – 3:00 pm    |
TERMS AND CONDITIONS

Eligibility
AACOM/AODME reserves the right to determine the eligibility of any company or organization to exhibit, sponsor and/or advertise at this conference, and further reserves the right to reject any application and/or limit space assigned. Those submitting applications will receive confirmation of acceptance or rejection from annualconf@aacom.org.

Scope
AACOM/AODME will provide appropriate acknowledgement and recognition of Exhibitor or Sponsor in accordance with advertised exhibitor and sponsorship benefits, and with applicable laws and Internal Revenue Service rules and regulations. AACOM/AODME and Exhibitor or Sponsor agree that the purpose of the Annual Conference is educational in nature, that Exhibitor or Sponsor participation in the Annual Conference does not convey AACOM/AODME’s approval, endorsement, certification, acceptance or referral of any product or service of Exhibitor or Sponsor. No materials developed or intended for use in connection with the Annual Conference will be distributed or otherwise used prior to advance review and written approval by AACOM/AODME.

Deadline: February 27, 2015
- Exhibit space applications
- Complimentary listing and description in the Annual Conference Final Program
- Cancellation and refund requests

Cancellation or Withdrawal
All sponsor/exhibitor cancellations and refund requests must be made in writing by COB, Friday, February 27, 2015. A refund of the sponsor/exhibitor fee, less a $100 processing fee, will be given for cancellations received by that date. Refunds will not be issued if the request is received after February 27, 2015. Submit all requests via email to annualconf@aacom.org or Beth Martino at bmartino@aacom.org. They may also be faxed to 301-968-4101. Refunds are not given to those who are “no-shows” to the conference after said deadline.

Termination of Annual Conference
AACOM/AODME reserves the right to cancel this conference and any group activity that does not meet minimal group requirements. If AACOM/AODME determines that the premises where the Annual Conference is to be held have become unfit for occupancy, or if the premises are materially interfered with by reason of strike, embargo, injunction, act of war, act of God, terrorist attack or threat, any other emergency, or any act or event not the fault or beyond the control of AACOM/AODME, the Agreement may be terminated by AACOM/AODME. In the event of such termination, the Exhibitor or Sponsor waives any and all damages and agrees that AACOM/AODME may, after deducting all costs and expenses, including a reserve for claims, refund to Exhibitor or Sponsor as a complete settlement and discharge of Exhibitor’s or Sponsor’s claim and demands, its pro rata amount of all monies paid by all Exhibitors and Sponsors, if other Exhibitors or Sponsors are involved in the Annual Conference.

Names and Trademarks
AACOM/AODME shall have the right to use Exhibitor’s or Sponsor’s name, trademark, and logo, limited to the terms of this Agreement. Exhibitor or Sponsor shall not have the right to use any of AACOM/AODME’s names, trademarks, logos, or copyrights without prior written approval.

Limitation of Liability
Exhibitor or Sponsor agrees to make no claim for any reason whatsoever against AACOM/AODME, the hotel, or the city and/or state where the Annual Conference is held for any loss, including theft, damage or destruction of goods, or for any injury to Exhibitor or Sponsor or its employees, including while the Annual Conference is in progress, being set up or being taken down. Exhibitor or Sponsor agrees to indemnify and hold harmless AACOM/AODME and its officers, directors, employees, and agents from and against any and all claims of any person arising out of acts, omissions or negligence of Exhibitor or Sponsor, its agents or employees.

For more information on exhibiting, sponsoring or advertising at the Joint AACOM & AODME 2015 Annual Conference, please contact:

Beth Martino
bmartino@aacom.org
AACOM
Manager of Meetings and Events
5550 Friendship Blvd, Suite 310
Chevy Chase, MD 20185
Phone: (301) 968-4189
Fax: (301) 968-4101

Dan Mendelson
dmendelson@osteopathic.org
AODME
Executive Director
142 East Ontario Street
Chicago, IL 60611
Phone: (312) 202-8211
Fax: (312) 202-8224